

A raw chicken is shown on a wooden cutting board. The chicken is positioned diagonally, with its head to the right and tail to the left. The skin is white and has a bumpy texture. The cutting board is light-colored wood and sits on a dark wooden surface. In the top left corner, there is a decorative graphic with the text 'Cuidate en Fiestas Patrias'. The graphic includes a kite with a star, a string of beads, and a small bottle. At the top of the image, there is a horizontal bar with a blue section on the left and a red section on the right.

Cuidate en
Fiestas
Patrias

**Compra y consume
solo carne fresca**

Compra sólo en lugares autorizados

#AdelantémonosAl18

POLLO FRESCO



POLLO ALTERADO

✓ Carne brillante, firme al tacto, piel bien adherida al músculo.

✓ Piel amarilla uniforme, carne rosada húmeda.

✓ Olor característico.

✗ Seca o pegajosa, blanda al tacto. Se deshace y piel se desprende de la carne.

✗ Color verdoso-negrizca, pálida o sanguinolenta.

✗ Olor fuerte y a descompuesto.

